ISSUE OF 1/17/49

Fashion Calendar 1949

WEEK OF

JANUARY

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and now events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, JANUARY 14, 1949

Friday Jan. 14 8:00 A.M. Breakfast	JUNIOR FASHIONS FOR VISITING PRESS	VIRGINIA SPEARS JRS.	LONGCHAMPS B'WAY & 41ST ST.
	Virginia Spears Junior Fashions for Spring will be presented to the out-of-town press. By invitation only. Publicity: Dora Miller, LO. 3-4285.		
Friday Jan. 14 11:00 A.M.	SPRING FASHIONS FOR VISITING PRESS	ANNA MILLER	498 SEVENTH AVE. SHOWROOM
	Anna Miller will present her fashions for Spring to the out-of-town press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Friday Jan. 14 12:00 Noon Luncheon	SPRING COLLECTION FOR VISITING PRESS	VARDEN PETITE	530 SEVENTH AVE. SHOWROOM
	Presentation of the Varden Petite Spring Collection to the out-of-town press, promptly at 12:00 Noon. Attendance by invitation only. Publicity: David Rand, Roy S. Durstine, CI. 6-1400.		
Friday Jan. 14 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS	COTY, INC.	WALDORF-ASTORIA PERROQUET SUITE
	Coty will invite the out-of-town editors to a special luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Friday Jan. 14 3:00 P.M.	DIOR-N.Y. SHOW FOR VISITING PRESS	MONSIEUR CHRISTIAN DIOR-NEW YORK	730 FIFTH AVE. SALON
	The out-of-town press will be invited to a preview of Monsieur Christian Dior's first American Collection, presenting Spring fashions. Attendance by invitation only. Publicity: Mrs. Ellen Engel, PL. 7-2024.		
Friday Jan. 14 3:30 P.M.	PRESS SHOWING OF SPRING HANDBAGS	KORET	ST. REGIS HOTEL LOUIS XVI SUITE
	Richard Koret will present his Spring handbag collection to the local fashion press. (Showing for out-of-town press at 5:00 P.M. See announcement, Pg. 2). By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Friday Jan. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF YOLANDE LINGERIE	YOLANDE CORPORATION	16 EAST 34TH ST. SHOWROOM
	Yolande's collection of handmade lingerie for Spring will be presented to the out-of-town and local fashion press. Included in the showing will be new fabrics, colors, and couture designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.		
Friday Jan. 14 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS	DAN RIVER MILLS	RCA BUILDING NORTH LOUNGE
	Annual cocktail party for the out-of-town and local press by Dan River Mills. Attendance by invitation only. Publicity: Jane Shipton, John A. Cairns, OR. 4-5600.		

COPYRIGHT, 1949, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Jan.14 5:00 P.M. Cocktails	HANDBAG SHOWING FOR VISITING PRESS	KORET	ST. REGIS HOTEL LOUIS XVI SUITE
	Richard Koret will present his Spring handbag collection to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Friday Jan.14 6:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS	BRAAGAARD	10 EAST 56TH STREET SALON
	Braagaard will present his Spring and Summer hats to the out-of-town press in his new salon. By invitation only. Publicity: Burton Pell, PL.3-0353.		
Friday Jan. 14 7:00 P.M. Dinner	SPRING FASHION SHOW FOR VISITING PRESS	WILLIAM BASS	SAVOY-PLAZA HOTEL SAVOY ROOM
	William Bass will present his Spring Collection at a dinner for the out-of-town press. By invitation only. Publ.: Laura Benham, PL. 5-3000.		
Jan. 14	MARCH OF DIMES CAMPAIGN. (Jan. 14-Jan. 31).		
Saturday Jan. 15 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM
	Andre d'Aulan will present his Spring collection to the out-of-town press. Attendance by invitation only. Contact: PL. 9-2320.		
Saturday Jan. 15 9:30 A.M. Breakfast	MILLINERY SHOW FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Semi-annual millinery fashion show and breakfast for the out-of-town press by Sally Victor. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.		
Saturday Jan. 15 10:30 A.M.	SHOE FASHIONS FOR VISITING PRESS	DELMAN	754 FIFTH AVENUE SALON
	Delman's Spring shoe collection will be presented to the out-of-town editors. (Showing for local press on Monday, Jan. 17 at 2:00 P.M. See page 3). By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Saturday Jan. 15 11:30 A.M.	SPRING COLLECTION FOR VISITING PRESS	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
	Fira Benenson will present her Spring Dress Collection to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Saturday Jan. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM
	Kane-Weill will have a luncheon and fashion show for the out-of-town press. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.		
Saturday Jan. 15 2:00 P.M.	MILLINERY SHOW FOR VISITING EDITORS	JOHN FREDERICS	29 EAST 48TH STREET SALON
	Mr. Fred Frederics of John Frederics, Inc. will present his Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.		
Saturday Jan. 15 3:00 P.M.	COATS AND SUITS FOR VISITING PRESS	MOLLY OF LEVY-BLUM CORP.	WALDORF-ASTORIA JADE & BASILDON ROOMS
	Molly of Levy-Blum will present her Spring coats and suits to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Jan. 15 4:30 P.M. Cocktails	SHOWING OF NEW HAIR STYLES FOR SPRING	BERNORD AZ GURO	LESLIE HOUSE 30 WEST 56TH STREET
	"Spring Headlines" -- repeat showing of Spring hair styles by Bernord Az Guro during the cocktail hour. Press by invitation. Public by reservation. Publicity: Aileen Gutheridge, CI. 7-4238.		
Saturday Jan. 15 4:30 P.M. Champagne	FASHION FILM AND CHAMPAGNE PARTY	AIR FRANCE	683 FIFTH AVENUE LOUNGE
	Air France will present a special fashion film to the out-of-town press. Attendance by invitation only. Publicity: Ellis Reed, PL. 9-7000.		
Sunday Jan. 16 12:00 Noon Brunch	FASHION SHOW FOR VISITING PRESS	MARTINI DIMINUTIVES & MARTINI DESIGNED, INC.	DANIEL'S 53 EAST 54TH STREET
	Sylvan Rich will present Martini Diminutives and Martini Designed fashions to the out-of-town press at a fashion show and brunch. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Sunday Jan. 16 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING PRESS	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will have a cocktail party for the out-of-town press and a showing of his Spring millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

WEEK BEGINNING MONDAY, JANUARY 17, 1949

Cancelled Jan. 17	THE BREAKFAST PREVIEW OF "SLEEPWEAR AND SLIPS" BY DORA GOTTLIEB, ORIGINALLY SCHEDULED FOR MONDAY, JAN. 17 AT 8:00 A.M., HAS BEEN CANCELLED.		
Monday Jan. 17 10:30 A.M.	PRESS PREVIEW OF SPRING SHOE FASHIONS	DELMAN	754 FIFTH AVENUE SALON
	Shoe collection for Spring by Delman will be presented to the N.Y. fashion press. Attendance by invitation only. Publ.: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 17 12:30 P.M. Luncheon	HOSIERY FASHIONS AT LUNCHEON SHOW	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
	Gotham will present Spring hosiery fashions at a luncheon show for the local and out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 17 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW	NAT'L JEWISH HOSPITAL AT DENVER (WOMEN'S DIV.)	HOTEL PLAZA TERRACE ROOM
	Fashion show by N.Y. Women's Division of Nat'l Jewish Hospital at Denver, a free, non-secterian tuberculosis medical center. Lydia Gowns will present fashions by leading designers; in addition, there will be furs by Fredrica; millinery by Walter Florell; jewelry by Harry Winston; and gloves by Wear-Right. Tickets: $10.00; contact: VA. 6-1590. Fashion Coordinator: Mildred Kaldor, MU. 9-5420.		
Monday Jan. 17 4:00 P.M. Cocktails	PARIS-INSPIRED COTTON DRESSES	TAILORTOWN	ST. REGIS HOTEL PENTHOUSE
	The advance collection of Paris-inspired dresses by Tailortown (Wolfson & Greenbaum, 132 W. 36th St.) will be shown to the local and out-of-town press. (Note change of date). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 17 5:00 P.M.	FASHION PRESS "GRIDIRON" PARTY	NEW YORK DRESS INSTITUTE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
	"Gridiron" cocktail party for visiting editors. Strictly by invitation.		
Beginning Monday Jan. 17	OPENING OF SUMMER COLLECTION	KORY, JR.	1375 BROADWAY SHOWROOM
	Presentation of Spring cottons and sheers, designed by Lester Wicks. Showings daily at 10:30 A.M. and 2:30 P.M. Contact: PE. 6-0287.		
Beginning Monday Jan. 17	OPENING: SPRING AND SUMMER JEWELRY LINE	KAUFMAN-RUDERMAN CO.	411 FIFTH AVENUE SHOWROOM
	Presentation for press and trade of Karu Fifth Avenue new Jewelry collection at the Kaufman-Ruderman showrooms. Contact: Thal Spitzer, LO. 5-2674.		
Tuesday Jan. 18 11:00 A.M. and 2:00 P.M.	PRESS SHOWINGS OF SCARFS AND PRINTS	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
	Brooke Cadwallader will present a showing of his Spring scarfs and Summer prints to the out-of-town press at 11:00 A.M. Showing for local press at 2:00 P.M. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Jan 18 3:00 P.M.	PRESS SHOWING OF SUMMER PLAYCLOTHES	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM
	Cabana Beachwear Company will show their summer line of bathing suits, playclothes, sun-backs and separates to the press. By invitation. Trade showings will begin on Tuesday, Jan. 25 at 9:30 A.M., 11:30 A.M.(luncheon), and 3:30 P.M. Publicity: Jane Tissenbaum, LO. 3-0637.		
Tuesday Jan 18 3:30 P.M. Tea	FASHION SHOWING OF RESORT CLOTHES	MARGARET NEWMAN	CARDINAL RESTAURANT 212 WEST 57TH STREET
	Presentation of Margaret Newman's bathing suits, sportswear and cocktail dresses for resort wear. Open to public. Margaret Newman Publ.: Ann Rabin, MU. 8-3823. Cardinal Publicity: Carol Graham, PL. 9-3408.		
Tuesday Jan. 18 4:00 P.M.	PRESS SHOWING OF NECKTIE DESIGNS	SIGNET TIES	16 EAST 34TH STREET SHOWROOM
	Preview of Spring fashions in Signet Ties, presenting the Washington Tremlett, Tina Leser and French collections. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Jan. 18 4:00 P.M.	PREVIEW OF NYLON LINGERIE FOR SPRING	TEXTRON, INC.	401 FIFTH AVENUE FIRST FLOOR
	"Heart's Desire of Every Woman" -- showing for the trade and press of complete line of Textron Tricot Lingerie. Attendance by invitation only. Publicity: Julie Cowles, Textron, MU. 9-2200.		
Beginning Tuesday Jan. 18	OPENING OF SUMMER COLLECTION	JACK HERZOG & BROS.	530 SEVENTH AVENUE SHOWROOM
	Presentation of Jack Herzog's cocktail, dinner and evening fashions, designed by Moyen. Daily at 10:30 A.M. and 2:30 P.M. Contact: LO.5-0525.		
Beginning Tuesday Jan. 18	OPENING OF SUMMER COLLECTION	DEL MAR SPORTSWEAR LTD.	1400 BROADWAY SHOWROOM
	Press and trade showing of the del Mar Sportswear Summer collection, designed by Clifford. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 19 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOW Presentation of Spring costumes created by leading designers in John Walther Fabrics. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF DRESSES AND SUITS Spring collection of dresses, cocktail and evening fashions by Andre d'Aulan will be shown during luncheon. Hats from Laddie Northridge. Furs from Esther Dorothy. Showing for benefit of CARE. Press by invitation. Public by reservation; contact: "Francois" Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	ANDRE D'AULAN	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 19 4:30 P.M.- 6:30 P.M. Cocktails	INFORMAL SHOWING OF KID SHOES AND ACCESSORIES The Kidskin Tanners' Guild, representing 18 manufacturers of goat and kid leather, will present an informal showing of shoes, bags, millinery, coats, and novelties in suede kid, crushed, and glazed kid. Attendance by invitation. Publicity: Rhea Nichols, or Antoinette McShan, MU. 6-1623.	KIDSKIN TANNERS' GUILD	HOTEL CHATHAM MAIN DINING ROOM
Beginning Wednesday Jan. 19 Jan 25 10 30 & 2 PM	OPENING OF SUMMER COLLECTION The McMullen Company will present their Summer Collection daily, beginning Wednesday, Jan. 19. (There will be no press preview at the Ritz Carlton Hotel, as previously announced). Publicity: Bella Crawford, MU. 3-9560.	THE McMULLEN COMPANY J. R. McMullen Co., Inc.	475 FIFTH AVENUE SHOWROOM
Thursday Jan. 20 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOW Russeks "strides into Spring" with a new collection of suits for town and travel. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 20 2:30 P.M.& 5:30 P.M.	SHOWING OF SPRING AND SUMMER FASHIONS Franklin Simon will present a showing of Spring and Summer fashions by Kay Dunhill. Open to public. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	2ND FLOOR KAY DUNHILL SHOP
Thursday Jan. 20 4:00 P.M.	PRESS SHOWING OF NEW FABRICS Preview of coat and dress fabrics in novelty effects by a new fabric house. By invitation only. Contact: Sylvia Saponoff, PL. 7-3896.	ISABEL SCOTT FABRICS	4 WEST 56TH ST. 3RD FLOOR
Thursday Jan. 20 4:00 P.M. Tea	FABRICS AND FASHIONS FOR SPRING 1949 "Spring Fabrics and Fashion Picture for 1949" will be presented by the Simplicity Pattern Co. Attendance by invitation only. Publicity: Katherine Wilson, MU. 3-7570.	SIMPLICITY PATTERN CO.	HOTEL ROOSEVELT MEZZANINE
Jan. 20	INAUGURATION OF THE PRESIDENT OF THE UNITED STATES. (Thursday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 24	LONDON HAUTE COUTURE OPENINGS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON ENGLAND

Monday, Jan. 24: Victor Stiebel (of Jacqmar); Charles Creed.
Tuesday, Jan. 25: Peter Russell; Bianca Mosca.
Wednesday, Jan. 26: Digby Morton; Hardy Amies.
Thursday, Jan. 27: Mattli; Worth of London.
Friday, Jan. 28: Molyneux; Norman Hartnell
Admission is by invitation only. Cards are issued by the Member Houses, to whom application should be made. Contact: Lillian Hyder, Incorporated Society of London Fashion Designers, 193 Regent Street, London, W1.

Tuesday Jan. 25 12:00 Noon Luncheon	PRESS SHOWING OF SUMMER COLLECTIONS	LINDLEY ORIGINALS & GARY ROBERTS	1400 BROADWAY SHOWROOM

Lindley Originals and Gary Roberts invite the press to a picnic luncheon and preview of their Summer collections, designed by Gertrude Rothschild. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.

Tuesday Jan. 25 12:30 P.M. Luncheon	SHOWING OF SOUTHERN RESORT COLLECTION	MARGARET NEWMAN	TOWN HALL CLUB 123 WEST 43RD STREET

Margaret Newman will present her Southern Resort Collection to members of the Town Hall Club and guests. Director and commentator: Adelaide Hawley. Contact: Mrs. Rena Ellis, Town Hall Club, LU. 2-2424. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.

Tuesday Jan. 25 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW	SONIA GOWNS (15 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

Sonia will present resort and early Spring custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Contact at Sonia: Mrs. Ethel Arkin, PL. 3-8241. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.

Tuesday Jan. 25 3:30 P.M. Tea	SHOWING OF HIGHLIGHTS OF SPRING COLLECTION	LARRY ALDRICH	CARDINAL RESTAURANT 212 WEST 57TH STREET

Larry Aldrich will present cocktail suits, dinner and other Spring fashions. Open to public. Publicity for Cardinal: Carol Graham, PL. 9-3408.

Wednesday Jan. 26 1:00 P.M. Luncheon	RESORT AND CRUISE FASHIONS AT LUNCHEON	CLAIRE McCARDELL (TOWNLEY)	WALDORF-ASTORIA SERT ROOM

Claire McCardell (Townley) will present resort and cruise fashions during luncheon. Press by invitation. Public by reservation; contact: headwaiter EL. 5-3000. Claire McCardell Contact: LO. 4-2155. Waldorf Publicity: Ted Saucier Publicity Office, Annette Goodrich, EL. 5-3000.

Wednesday Jan. 26 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	FIRA BENENSON	HOTEL PIERRE COTILLION ROOM

Fira Benenson will present Spring fashions during luncheon. Hats from Germaine Vittu. Furs from John Dragonette. Jewels from Cartier. Sponsored by the N.Y. Heart Association. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.

Wednesday Jan. 26 2:30 P.M.	PRESS PREVIEW OF SPRING FASHIONS	ZOE DE SALLE	18 EAST 53RD STREET SALON

Zoe de Salle will present her Spring fashions to the press. Attendance by invitation only. Publicity: Georgette Higginson, PL. 3-0396.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 27 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW SWIM SUITS	SEA NYMPH SWIM SUITS (JORDAN MANUF'G. CORP.)	HAMPSHIRE HOUSE COTTAGE
	Press preview of "Sea Nymph" swim suits by Jordan will be presented during breakfast. By invitation only. Publicity: Frances Vandiver, CH.4-5250.		
Thursday Jan. 27 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	A fashion show of "News in Spring Accessories" will be presented during luncheon. Commentary and resume of market by Marjorie Schlesinger, Accessory Stylist, Macy's; and Betty Held, Chairman, Accessories Division. Price (including tax and tip): $4.00 for members; $4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday Jan. 27 1:00 P.M. Luncheon	NEW HAIR FASHIONS FOR SPRING 1949	JOHN HALL	HOTEL PLAZA TERRACE ROOM
	John Hall will present new hair fashions during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL.9-3000, Ext. 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Thursday Jan. 27 3:30 P.M.- 5:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTIONS	C.H.D. ROBBINS CO.	525 SEVENTH AVENUE SHOWROOM
	C.H.D. Robbins Co., Gail Robbins, Inc., and Robien Fashions Inc. will present their Summer dress collections. Showings at 4:00 P.M. and 5:00 P.M. Attendance by invitation. Publicity: Kenneth Williams, Modern Merchandising Bureau, LO. 4-1354.		
Thursday Jan. 27 4:30 P.M.	PRESS PREVIEW OF NEW BRASSIERE	TRU BALANCE	38 EAST 32ND STREET SHOWROOM
	Tru Balance will introduce a revolutionary new brassiere to the press. This will be the first brassiere made by Tru Balance. Attendance by invitation only. Publicity: Ruth Charney, MU. 9-3153.		
Friday Jan. 28 12:00 Noon Luncheon	PRESS SHOWING OF SUMMER FASHIONS	MARTINI DIMINUTIVES & MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
	Sylvan Rich will present his Summer collection of Martini Diminutives and Martini Designed Fashions to the N.Y. press during luncheon. Attendance by invitation only. Showings for the trade at 1:00 P.M. daily beginning Monday, Jan. 31. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Monday Jan. 31	OPENING OF SUMMER LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	The following members of The Sportswear Guild will present their Summer Collections during the week of January 31: Adler & Adler, Inc.; Davidow; David M. Goodstein, Inc.; Kane-Weill; Mutual-Rosenbloom Co.; Charles W. Nudelman, Inc.; Zoltan Rosenberg; Sportcraft, Inc.; and Star-Maid Dress, Inc. (Each opening date will be listed next week). Contact manufacturers.		
Tuesday Feb. 1 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
	Fifth annual "March of Dimes" fashion show, "Scenes of Spring", presented for the benefit of The National Foundation for Infantile Paralysis, with fashions from N.Y. Dress Institute Couture Group. Staged by Lester Gaba. Price of tickets: $25.00; Contact: Mrs. Allan A. Ryan or Mrs. Corinne Schwab, Nat'l Foundation, 120 Broadway, BE. 3-0500. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 1 4:00 P.M.	PRESENTATION OF SUMMER COLLECTION	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
	Sam Friedlander will present his Summer collection, designed by Sara Ripault, to the press and trade on Tuesday, Feb. 1 at 4:00 P.M. and daily thereafter at the same time through Feb. 8. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Feb. 2 12:15 P.M. Luncheon	MEMBERS MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have their Members' Monthly Luncheon Meeting. More details later. Price (including tax and tip): $3.25 for members; $3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Wednesday Feb. 2 4:00 P.M. Cocktails	STARCHED COTTONS BY LEADING DESIGNERS	LINIT DIVISION OF CORN PRODUCTS CO.	WALDORF-ASTORIA GRAND BALLROOM
	"Fashion Accents Crisp", fashion show by Linit Starch, presenting advance 1949 Summer cotton fashions by the following American designers: Miss L. Brogan, Ceil Chapman, Dorothy Cox, Jane Derby, Nelly Don, Dorian, Iris, Tina Lesor, Claire McCardell, Margaret Newman, Pat Premo, Nettie Rosenstein, Frances Sider, Carolyn Schnurer, Herbert Sondheim, Thea Tewi, Pauline Trigere, Joset Walker. Showing promptly at 5:00 P.M. Attendance by invitation only. Coordinator: William J. McKenna, Jr., C.L. Miller Co., MU. 2-1010. Publicity: Eileen Kassell, Bert Nevins, Inc., WI. 7-9715.		
Thursday Feb. 3 12:30 P.M. Luncheon	PREVIEW OF SUMMER COLLECTION	MARGARET NEWMAN	HOTEL PIERRE GRAND BALLROOM
	Fashion show for the press and trade of Margaret Newman's "Round-the-Clock" Summer collections, featuring bathing suits, slacks, spectator sport dresses, sunbacks and cocktail dresses. Attendance by invitation only. Continuous showings for the trade, beginning Friday, Feb. 4, from 10:00 A.M. to 4:00 P.M. at the showroom, 25 West 57th St. Contact: Ann Rabin, MU. 8-3823.		
Thursday Feb. 3 4:30 P.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
	Adler and Adler will present their "Summer Sun" collection to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.		
Beginning Thursday Feb. 3	OPENING OF SUMMER COLLECTION	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY SHOWROOM
	Bathing suits, beachwear, sun dresses and play clothes by Frances Sider, Inc., and Sunclothes, Inc. will be presented daily at continuous showings, beginning at 10:30 A.M. Publicity: Terry Mason, LO. 4-3323.		
Beginning Thursday Feb. 3	PARIS COUTURE SUMMER OPENINGS	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE
	Specific dates for Couture showings in Paris have not yet been definitely scheduled. The following dates have been tentatively set: Feb. 3, Marcelle Chaumont, Jean Desses. Feb. 4, Gres, Paquin, Schiaparelli. Feb. 5, Molyneux, Jacques Griffe. Feb. 7, Jacques Heim. Feb. 8, Jeanne Lafaurie. Feb. 9, Lanvin. Contact: P. Caldagues, 102 Rue Faubourg St. Honore, Paris.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 7 2:30 P.M.	PREVIEW: AIR FASHIONS IN NEEDLEPOINT	DEPARTMENT STORES	EASTERN AIRLINES TERM - NEWARK, N.J.
	Press preview by cooperating stores of new Jolles Needlepoint Fashions in luggage and handbags, ideal for air travel, presented aboard an Eastern Airlines Constellation during flight. Air travel suits and coats from Donnybrook. Altman's in N.Y. and Kresge-Newark will cooperate with this show. Attendance by invitation only. Fashion show will be repeated on Feb. 8 by Lansburgh & Bros., Washington, D.C., with showing in President's private waiting room preceding the flight; Feb. 8 by Famous-Barr Co., St. Louis; Feb. 15 by Burdine's, Miami. Publicity for Altman's: Mary Barrett, MU. 9-7000, Ext. 412. Kresge-Newark Publicity: Dorothy Armbruster, Mitchell 2-8000, Ext. 395. Coordinator of Publicity: Dee T. Bass, MU. 3-0844.		
Beginning Monday Feb. 7	OPENING OF SUMMER COLLECTION	CAROLYN SCHNURER	1410 BROADWAY 17TH FLOOR
	Carolyn Schnurer will present her Summer collection daily at 10:30 A.M., and 12:30 P.M. (box luncheon). For luncheon reservation, contact: Virginia White, CH. 4-8446.		
Beginning Monday Feb. 7	FOGA TO SHOW SUMMER LINES	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The members include: Hansen Bang, Inc.; Ben Barrack, Inc.; William Bass Dress Co.; Capri Frocks, Inc.; Carlye Dress Corp.; Deitsch, Wersba & Coppola, Inc.; Fox-Brownie, Inc.; Ed Gerrick, Inc.; A. Goodman & Co., Inc.; Fred Greenberg Dress Co., Inc.; Joseph Halpert, Inc.; Horowitz & Duberman, Inc.; International Dress Co., Inc.; Junior League Frocks, Inc.; Kaplan & Grabois; Samuel Kass Gowns, Inc.; Charles Lang, Inc.; David Leonard & Levine Co.; Mary Lee, Inc.; Parnis-Livingston, Inc.; Ben Reig, Inc.; C.H.D. Robbins, Co.; Rudolf Gowns; Paul Sachs Originals, Inc.; Martin Simon, Inc.; Herbert Sondheim, Inc.; Frank Starr, Inc.; Suzanne-Augustine, Inc.; Janet Taylor; and Hannah Troy, Inc. Contact: Leonard W. Gendler, Exec. Secy., CH. 4-6945.		
Tuesday Feb. 8 1:00 P.M. Luncheon	"FASHIONS FOR TALL GALS" AT LUNCHEON	PEG NEWTON	RITZ CARLTON HOTEL OVAL ROOM
	"Hitting a New High" -- Spring collection of "clothes for tall gals" will be presented by Peg Newton during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Peg Newton Publicity: Donna Cannon, LE. 2-1952. Ritz Fashion Publicity: Marian Morrison, PL.3-4600.		
Wednesday Feb. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable will present coats and suits, daytime, cocktail and evening fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300, Ext. 271. Ted Saucier Publicity Office, Annette Goodrich, EL. 5-3000.		
Thursday Feb. 17 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have their Cosmetics Division luncheon meeting. More details later. Price (including tax and tip): $3.10 for members; $3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		

MUSIC...MOVIES...THEATRES

Week Of Jan. 17

METROPOLITAN OPERA: 8TH WEEK METROPOLITAN OPERA HOUSE, B'WAY & 39TH
MONDAY, JAN. 17: MIGNON,(Thomas). Conductor: Pelletier.
TUESDAY, JAN. 18: LE NOZZE DI FIGARO, (Mozart). In Philadelphia.
WEDNESDAY, JAN. 19: GOETTERDAEMERUNG, (Wagner). Conductor: Stiedry.
THURSDAY, JAN. 20: CARMEN, (Bizet). Conductor: Pelletier.
FRIDAY, JAN. 21: PETER GRIMES, (Britten). Conductor: Cooper.
SATURDAY, JAN. 22: (Mat.) LA TRAVIATA, (Verdi). Conductor: Antonicelli.
SATURDAY, JAN. 23: (Eve.) TRISTAN UND ISOLDE, (Wagner). Conductor: Busch.
SUNDAY, JAN. 23: L'ELISIR D'AMORE, (Donizetti). Conductor: Antonicelli.
Publicity: Margaret Carson, PL. 8-1200.

Tuesday Jan. 18

OPENING: "THE SHOP AT SLY CORNER" BOOTH THEATRE, 45TH W. OF B'WAY.
Gant Gaither presents Boris Karloff in a modern thriller about a kindly antique dealer who is forced by fate into crime. Cast includes Ethel Griffies, Una O'Connor, Jay Robinson and Mary McLeod. Director: Margaret Perry. Publicity: Lipsky & Bloom, CH. 4-5185.

Tuesday Jan. 18

PREMIERE: "CHICKEN EVERY SUNDAY" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth-Century Fox presents the movie version of Rosemary Taylor's comedy about life with her mother's boarders. Starring Dan Dailey and Celeste Holm. Producer; William Perlberg. Director: George Seaton. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3380.

Wednesday Jan. 19

PREMIERE: "COMMAND DECISION" (Movie) LOEW'S STATE, B'WAY & 45TH ST.
Metro-Goldwyn-Mayer presents the William Wister Haines Broadway play about World War II, starring Clark Gable, Walter Pidgeon, Van Johnson. Director: Sam Wood. Produced by Sidney Franklin in association with Gottfried Reinhardt. Publicity: Herbert Crooker, LU. 2-2000.

Thursday Jan. 20- Jan. 27 And Jan. 31- Feb. 8

SONJA HENIE'S "1949 HOLLYWOOD ICE REVUE" MADISON SQ. GARDEN, 307 W. 49TH.
Sonja Henie presents her 1949 Hollywood Ice Revue featuring Sonja Henie, Michael Kirby, Freddie Trenkler and the McKellen Bros. Production under the direction of Arthur Wirtz. Costumes by Katherine Kuhn, Grace Houston, and Billy Livingston, executed by Brooks Co. and Madame Karinska. Choreography: Katherine Littlefield. Price: $1.50-$6.00. Publicity: Lillian Jenkins, CO. 5-6800.

Thursday Jan. 20

PREMIERE: "LETTER TO THREE WIVES" (Movie) RADIO CITY, 6TH AVENUE & 50TH
Twentieth-Century Fox presents a modern story of three wives and the effect of an anonymous letter on their lives. Starring Jeanne Crain, Linda Darnell, Ann Sothern, Kirk Douglas, Paul Douglas and Jeffrey Lynn. Director: Joseph Mankiewicz. Producer: Sol Siegel. Costumes: Kay Nelson. Publicity: Jeannette Sawyer, CO. 5-3320.

Friday Jan. 21

OPENING: "LEAF AND BOUGH" CORT THEATRE, 48TH EAST OF B'WAY
Charles P. Heidt and Rouben Mamoulian present the Joseph Hayes play about an Oklahoma family. With Richard Hart, Coleen Gray. Director: Rouben Mamoulian. Sets and costumes: Carl Kent. Publicity: Perlman & Byram, PL. 7-4687.

Saturday Jan. 22

OPENING: "ALL FOR LOVE" MARK HELLINGER THEATRE, B'WAY & 51ST ST.
Sammy Lambert and Anthony B. Farrell present Grace and Paul Hartman and Bert Wheeler in a revue with sketches by Max Shulman and Billy K. Wells. Music by Allan Roberts and Lester Lee. Director: Edward Reveaux. Scenery: Edward Gilbert. Costumes: Billy Livingston. Publicity: Keefe-Tebet, CI. 6-7492.